

# Economic Strategy

## 18-Month Implementation Workplan

### (October 2011-June 2013)

Action	Team
<b>#1 Encourage Companies and Sectors that Can Drive the San Jose/Silicon Valley Economy and Generate Revenue for City Services and Infrastructure</b>	
1.a – Engage and partner with 250 companies that represent key targets for job and revenue growth.	OED/Agency
1.b – Partner with local companies, associations, and agencies to promote San Jose as a desirable location in Silicon Valley.	OED
1.c – Develop a business plan for the successful launch and operations of the Clean Tech Demonstration Center at the new San Jose Environmental Innovation Center.	OED/ESD
1.d – Make revisions to the Development Agreement ordinance to improve flexibility and effectiveness.	CAO/OED
<b>#2 Develop Retail to Full Potential, Maximizing Revenue Impact and Neighborhood Vitality</b>	
2.a – Advance destination retail projects on existing sites through the planning stage, including Almaden Ranch, Evergreen Arcadia, and Hitachi Cottle Road.	OED/PBCE
2.b – Adopt the new sign code ordinance to improve the marketability of businesses.	PBCE/OED
<b>#3 Preserve and Strengthen Manufacturing-Related Activity and Jobs</b>	
3.a – Preserve and promote industrial lands such as Heavy Industrial and Light industrial by aligning land use decisions with the Preservation of Employment Lands Framework and incorporate appropriate protections in the Envision 2040 Plan.	PBCE/OED
3.b - Develop a support program directed at San Jose's comparative advantage in contract manufacturing and manufacturing support industries.	OED
<b>#4 Nurture the Success of Local Small Businesses</b>	
4.a – Actively promote BusinessOwnerspace.com (BOS) as the core element of San Jose's small business support strategy.	OED/work2future
4.b – Implement Shop San Jose social media campaign to improve small business success and drive revenue to the City.	OED/work2future
4.c – With the SJSU Research Foundation, prepare a transition plan for the incubator programs that eliminates rental subsidies for the two buildings that are subleased from the Agency by the end of the 2011-2012 fiscal year.	Agency/OED
<b>#5 Increase San Jose's Influence in Regional, State and National Forums in Order to Advance City Goals and Secure Resources</b>	
5.a - Increase San Jose's effectiveness in using regional agencies/forums to advance city goals and secure financing from regional, statewide, and national sources.	CMO/OED/Regional Influence Team
5.b – Secure a seat on the Metropolitan Transportation Commission, the Bay Area's federally designated metropolitan planning organization.	DOT/Regional Influence Team
5.c - Provide a one voice approach on SB 375 implementation by actively influencing and shaping implementation of the Sustainable Communities Strategy and Regional Housing Needs Allocation.	Planning/Housing/Regional Influence Team

<b>#6 Improve the Speed, Consistency, and Predictability of the Development Review Process, and Reduce Costs of Operating a Business in San Jose</b>	
6.a –Improve San Jose’s competitiveness for commercial/industrial leasing and new development through realignment of impact fees and taxes.	PBCE/OED/Budget/DOT
6.b - Retain and improve the Expedited Planning Permit and continue to reorganize and streamline the development review process.	PBCE
6.c – Initiate the Enhanced Development Plan Check submittal process to provide customers with clear guidance about how to obtain the necessary development services permit.	Development Services
6.d - Continue aggressive promotion of the Enterprise Zone and Foreign Trade Zone to reduce business operations costs, and pursue other state and federal assistance programs to support new development and business attraction and expansion.	OED/Agency
<b>#7 Prepare Residents to Participate in the Economy Through Training, Education, and Career Support</b>	
7.a - Through <i>San Jose 2020</i> , convene education, business, and nonprofit leaders to develop a plan to better align existing resources around shared goals to increase the rate of high school graduation in San Jose, the share of high school graduates prepared for college, and the share of graduates that enter and complete post-secondary education.	Mayor’s Office/work2future
7.b - Create partnerships between employers, K-12, community colleges, pre-apprenticeship and apprenticeship programs, and institutions of higher learning. Examples include a system that can steer low-income people towards careers in the green economy.	work2future
7.c - Through work2future, provide occupational assessment and counseling services to people that advance to middle-income jobs through identification of both career ladders (sequential positions) and career lattices (transferable skills).	work2future
<b>#8 Advance the Diridon Station Area as Key Transportation Center for Northern California</b>	
8.a – Develop an Implementation plan around the adopted Diridon Station Area Plan, including preparation for a potential master developer.	DOT/OED/Planning
8.b - Support Valley Transportation Authority (VTA) to extend BART service to Berryessa, Downtown San Jose and Diridon Station.	DOT
8.c - Facilitate planning and future development of the California High Speed Rail project with service to Downtown San Jose.	DOT/OED/Planning
<b>#9 Keep Developing a Competitive, World Class Airport, and Attract New Air Service</b>	
9.a – Maintain a cost-competitive, efficient and attractive airport that can successfully compete with airports in the Bay Area and across the nation in recruiting carriers and flights to serve Silicon Valley.	Airport
9.b - Execute strategy to recruit new international and domestic air service, in partnership with the Silicon Valley business community.	Airport/OED
9.c - Pursue private-sector development of the Airport’s west-side property to support projected Silicon Valley business general aviation demand.	Airport
<b>#10 Continue to Position Downtown as Silicon Valley’s City Center</b>	
10.a - Continue to create a vibrant and safe environment that attracts a diverse range of residents and visitors.	Public Works/OED

10.b - Position Downtown San Jose as an easy-to-access, competitive work environment for start-ups, scaling businesses, and freelancers by highlighting our innovation and creativity.	OED/Agency
10.c - RETENTION- Maintain a dialogue with existing downtown businesses and build relationships and information base through in-person visits.	OED/DOT/PD/OCA
10.d – Provide oversight and enhance competitiveness and success of the San Jose Convention Center, Convention and Visitors Bureau and the City’s Downtown Cultural Facilities.	OED/PD/CAO/Housing
<b>#11 Create More Walkable, Vibrant, Mixed-Use Environments to Spur Interaction and Attract Talent</b>	
11.a - Complete the General Plan Update, which locates new employment and housing in pedestrian and bicycle friendly, mixed-use villages and transit corridors and villages supported by parks and other amenities.	PBCE
11.b – Develop an Implementation Plan to catalyze development in target mixed-use growth areas under the Envision 2040 General Plan and attract developers and resources.	PBCE/OED/PRNS/DOT/Housing
11.c – Encourage neighborhood-serving retail that supports a diverse set of needs, including access to healthy foods.	PBCE/OED/PRNS/DOT/Housing
<b>#12 Develop a Distinctive Set of Sports, Arts, and Entertainment, Offerings Aligned With San Jose’s Diverse, Growing Population</b>	
12.a - Enable construction of the San Jose Earthquakes major league Soccer Stadium on the Airport West property.	OED/PBCE
12.b - Continue planning for Major League Baseball facility in the Diridon station area.	Agency/OED/DOT/PBCE
12.c – Support production of high-profile events and performances in San Jose in partnership with the San Jose Sports Authority, Team San Jose, and other private and non-profit sponsors.	OED/DOT/PD